



News Release

Unique iPhone Business App “Reads” Minds

*iPAR MindReader Helps Users Read Other People’s Attitudes
and Improve Conversations*

ATLANTA, December 3, 2009 – [The PAR Group](#), an Atlanta management consulting firm, announced today the launch of iPAR MindReader, an interactive iPhone application designed to help users read other people’s points of view and use that knowledge to better connect with people of all attitudes.

Initially the iPhone app helps the user identify positive, negative or neutral points of view and presents clues to help determine the degree of the other person’s positive or negative thinking. iPAR MindReader then gives tips and suggestions for strategies for connecting with people of every attitude.

“Whether at work or in everyday life, we often seek another person’s buy-in, support and/or cooperation, and at times we encounter resistance,” says The PAR Group Senior Partner G. Thomas Herrington. “However, with iPAR MindReader, people now have an easy-to-use tool that helps them overcome that resistance and improve their ability to connect with others.”

[iPAR MindReader](#) is based on Nobel Prize winning research and international leadership training programs developed by The PAR Group. The first-of-its kind business app is available on the App Store, Business section, and on iPhone and iPod touch at a special introductory price of \$2.99. iPAR MindReader requires iPhone version 3.0 or later.

“Each time the user selects a clue, MindReader provides insight into how the other person sees things at that moment in time,” adds PAR Senior Partner Patrick T. Malone. “The program provides verbal and non-verbal samples that confirm the user’s observation on the person’s attitude and behavior.”

The big payoff comes when MindReader suggests ways to connect with even the most difficult person and then provides samples of how to respond to that person’s negative point of view. Being able to read other people’s points of view, to connect, to influence and to gain followers set a person apart in business and social settings. With MindReader, the how-to’s are as close as the iPhone or iPod touch.

PAR’s new iPhone app is the latest way the company is sharing its PAR Skills Programs, programs that have been used to successfully train over half a million people worldwide. Earlier this year, the company launched [PAR eUniversity](#), an online offering of the firm’s most requested training course, “[Everyone Is a Customer](#).” In 2008 The PAR Group CEO Jim Georges, Herrington and Malone published [Cracking the Code to Leadership](#), a how-to-lead book filled with examples and material from the company’s successful leadership programs.

Headquartered in Atlanta, Ga., and founded in 1979, [The PAR Group](#) has successfully coached over half a million people, from CEO’s to customer service representatives, on how to influence other people to take action. As a result, The PAR Group is recognized an international training and consulting leader that has strong, long-term relationships with companies all over the world. Included among PAR’s client list are Barclay’s Bank, Coca Cola, Delta, DuPont, Fort Dodge Animal Health, Hewlett Packard, IBM, Merrill Lynch, Quaker Oats, Southern Company, Thomas Cook and Verizon.

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